RJR/Skoal Racing Sponsorship For

_____ D.B.A. _____

A.M.A. 125/250cc Pro Nationals

_____, ___, 1995

RJ Reynolds and U.S. Tobacco, herein known as a co-sponsor of the above named event, will provide the following to said promoters.

1) A sponsorship fee of $2,000 by check to be paid prior to the event/or the weekend of the event.

2) Banners, pennants and other signeage for placement at the event.

3) RJR/Skoal Racing personnel at the event to conduct a promotion as jointly agreed upon by the promoter and co-sponsor.

4) Product for sale at the event on a wholesale-contingency basis with all profits less product costs to go to the Promoter.

5) Special Product Enhancement Premiums (i.e. lighters, hats, etc.) at no charge to Promoters* (Product not to interfere with major event vendor).

6) P.A. announcements.

7) Display checks for Presentation ceremonies for the overall winners of the 125/250 events (2) $500 each.

8) Additional Promotional considerations as jointly agreed upon.

9) Proper personnel to conduct a sampling or sale promotion who will be responsible to verify proof of age and other legalities.

10) RJR and U.S. Tobacco shall be responsible for sales certificates and Proper Licensing by law, and Product Liability Insurance.

cont.d next page

51860 7375

Source: https://www.industrydocuments.ucsf.edu/docs/yydn0000

In consideration of the above renumeration, the event sponsors shall be afforded the following:

1) Co-sponsorship status, with logos in major print advertising, on souvenir posters, and programs*, *(excluding any advertising where co-operative state support prohibits tobacco products) and pre-placed print advertising prior to this agreement.

2) Banners & Pennants to be placed on circuit for fan exposure (# jointly agreed to by promoter and co-sponsor).

3) An area for Tent Display, Product Sale and Promotional use at the trackside at Event. This area should permit a booth or 10' x 10' tent exclusively used for this purpose. All responsibilities for manning this booth shall be the co-sponsor's. However, it is requested that the Track Promoter shall provide one (1) person who shall be responsible for all sales and cash. Final reconciliation of cash and unsold product and premiums will be held immediately following the event.

4) Skoal Racing will be permitted to conduct a free sampling in conjunction with this event. Skoal representatives will ensure that a proof of age procedure is conducted.

5) RJR/U.S. Tobacco shall be named as Additional Interest Insured on the Liability Insurance Policy for the Promoters event. A Certificate of Insurance will be provided by the Event Promoter, for RJR/U.S. Tobacco.

6) The Promoter shall be responsible for all retail sales taxes and Permits as required under law to vend.

7) Program Ad (¼ page B&W) to be provided camera-ready by co-sponsor. (Applicable only if promoter produces his event program and is not under agreement to outside Sales Program; i.e. Royal Publishing).

8) Additional Publicity considerations as jointly agreed upon.

9) Proper credentials for RJR/Skoal Racing personnel and VIP guests.

10) Inclusion in Victory Platform Ceremonies for check presentation.

As signature to this agreement;

FOR Event Promoter

FOR RJR Reynolds

FOR U.S. Tobacco/Skoal Racing

FOR Gerace Communications

51860 7376

Source: https://www.industrydocuments.ucsf.edu/docs/yydn0000